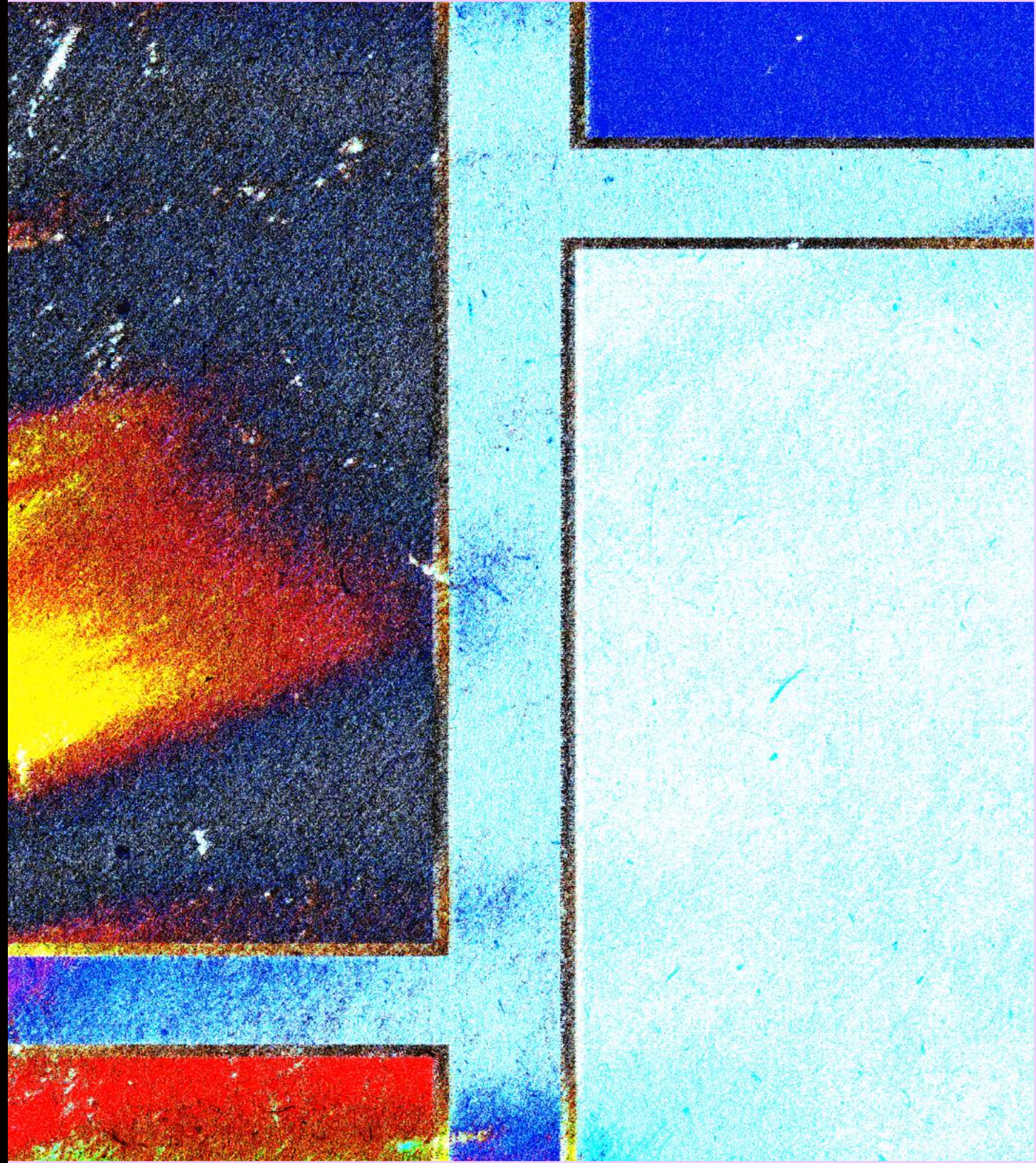
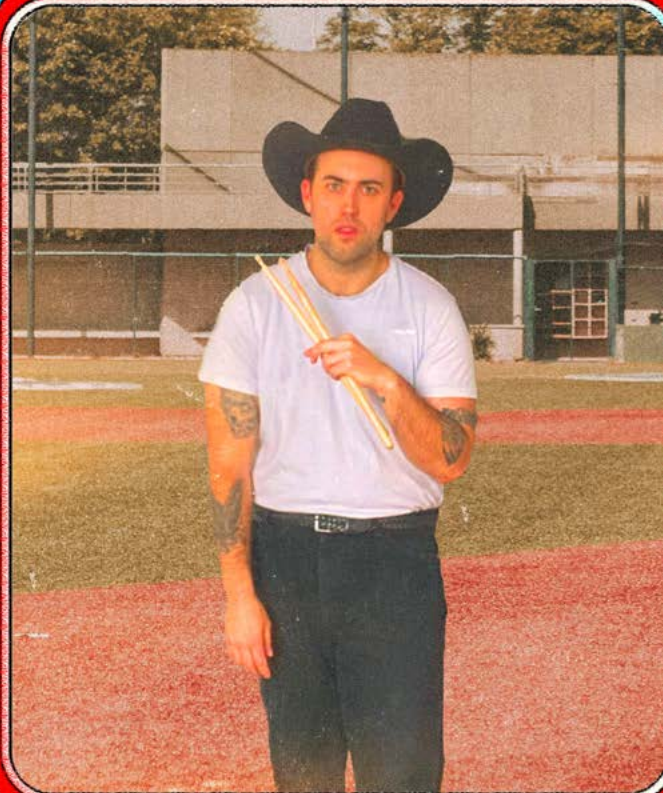




GRAPHIC DESIGNER

PARIS, ON



ROSS
MILLER

MUSICIAN



Website and Content Created for Vince Soliveri

WordPress, Elementor, Illustrator, Photoshop & After Effects.

Website Created and Designed for Mister Rabbit
WordPress, Elementor & Photoshop

App Created for Fictional Company Jam Friends
Figma & Illustrator

App Created for Fictional Company Happy Home

Figma & Illustrator

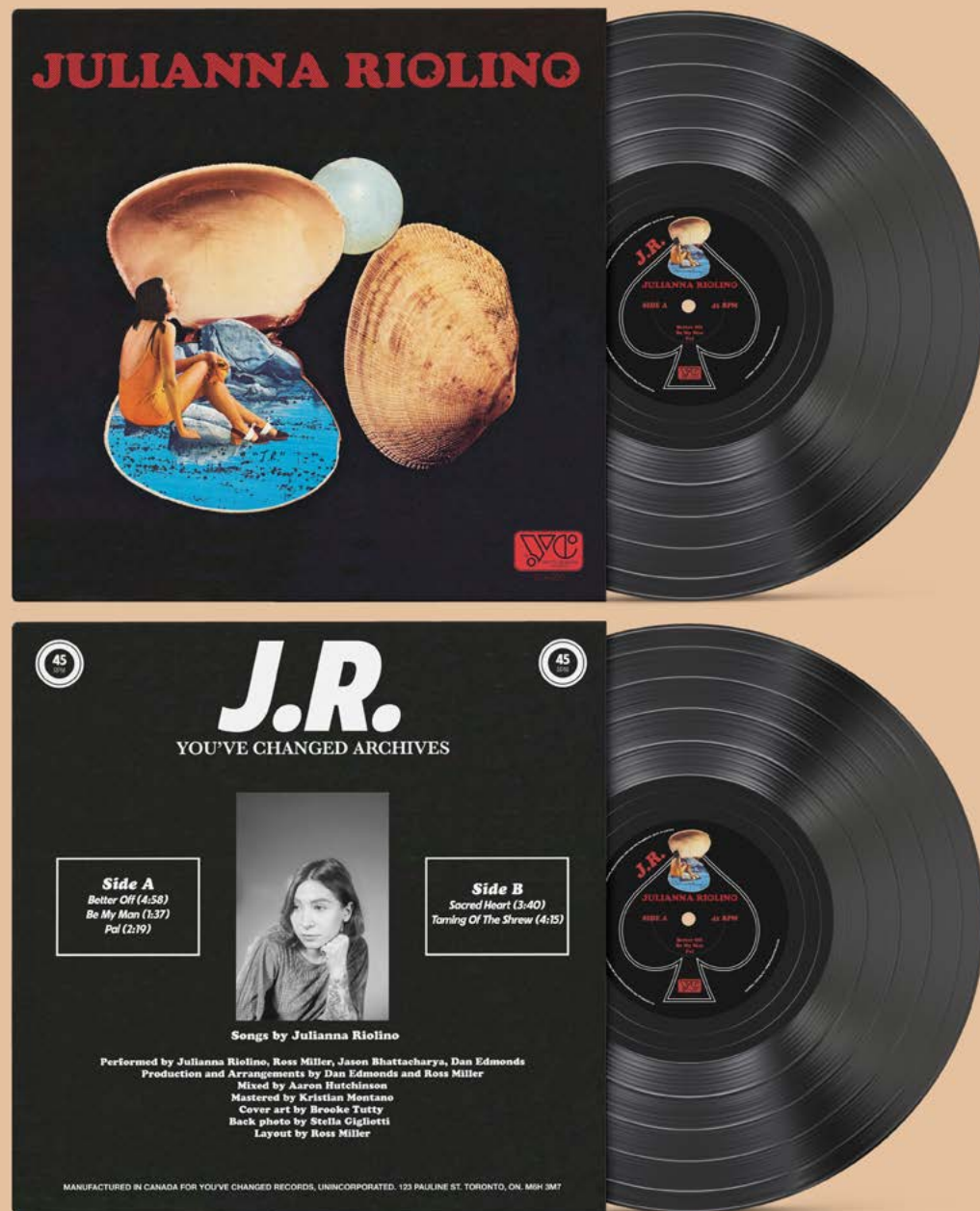
Discography Animation for Vince Soliveri
After Effects, Illustrator, Photoshop & Fantastic Fold.

Lyric Video Example
After Effects & Illustrator

Intro for BYOB Podcast & Logo
After Effects, Illustrator & Photoshop



Album Layout & Design for Pro Wrestling The Band
Illustrator, Photoshop, InDesign



Album Layout for Julianna Riolino
 Illustrator, Photoshop, InDesign

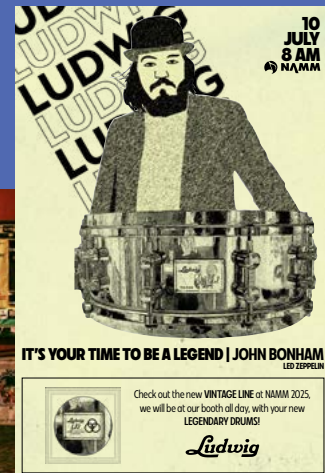
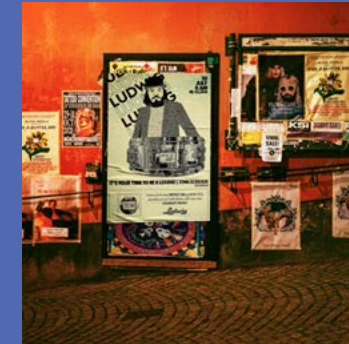
TRANSIT ADS

The triple-panel transit ad continues with the "vintage" theme set in place. This time a bit more colour is added to create more interest and a bit of a story. From white to black with more colour added, give the view more interest in what is about to come. A simple take has been given to allow the story to flow.



POSTER

This poster was inspired by all the vintage Ludwig ads from the 60s and 70s. It showcases the new vintage collection and the new tagline "It's your time to be a legend". It also serves as an advertisement to let fans and customers know that the new line will be premiered at NAMM 2025.



BILLBOARD

The billboard continues the vintage theme for the new "vintage collection" at Ludwig. It uses the new slogan and also shows drummer using the new vintage collection. It's simple but vibrant and gets the message across, when viewers are passing by.



TRADE SHOW

The booth showcases a brand new drum set that will be part of the "Vintage Collection" as well as a free snare giveaway for those who sign up at the booth. The goal is to get people to visit the booth and to sign up for the newsletter, and the free snare is an amazing giveaway. The visuals are items used previously to advertise the trade show and the colours add to the "vintage aesthetic" to be admired by all.



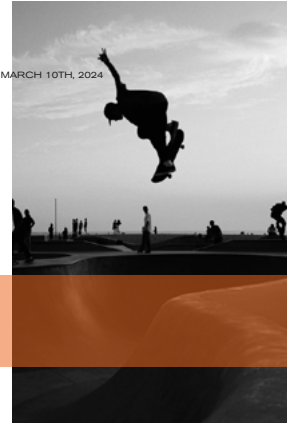
Promotional Mockups
Illustrator, Photoshop & InDesign

ROSS MILLER

AS IF BRAND GUIDELINES

SUNDAY, MARCH 10TH, 2024

ASiF



“VIVID VISION OF DESIGN”

“Vivid Vision Of Design” is ASiF’s mission statement. We believe as a brand that our designs need to have different layers of emotion and vibrancy that are expressed at the same level as our customers. We believe in the freedom of personal expression and all different art forms and our designs reflect on that. Although our designs at first glance seem mature, timeless, and bold, there are different twists that set us apart.

Our branding team are a collection of musicians, artists, and athletes and we strive to make designs, merchandise that reflect that lifestyle but also can be worn and be used in all settings. As a brand we make sure that nothing we do is against our morals and we follow simple guidelines to make sure, everything we do is absolutely ASiF perfect.

Located in Hamilton, Ontario our pricing is fair to our fellow working artists, musicians and athletes. Our prices are set at a mid-level price point that would not be frightening for fellow artists like us.

Our art is always growing and expanding like you, and there is no ceiling for what we can do and accomplish.

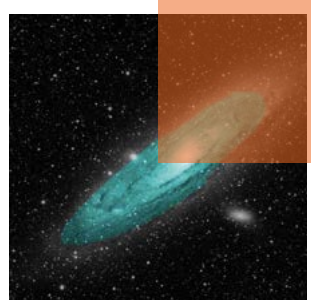


ASiF

BRAND GUIDELINES

2024

CLEAR SPACE



- The minimum of clear space in the full logo is equal to 3x the height of the alien used as the little for the letter I.



- The minimum required clear space for the text only logo is equal to the height of the logo.

2.2523 in



- The minimum required clear space for the image only logo is equal to the logo 1/2 of the size surrounding the logo.

There is nothing like
ASiF



Brand Guidelines for fictional company ASiF
Illustrator, Photoshop & InDesign



Self Portrait
Illustrator